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Food and Home Notes

UNITED STATES DEPARTMENT OF AGRICULTURE · WASHINGTON, D.C. 20250

36TH YEAR

JULY 24, 1978

USDA TO ASK CONSUMERS--

What information do consumers want on their food labels? An effort to find out has been launched by the Food and Drug Administration (FDA), the U.S. Department of Agriculture (USDA), and the Federal Trade Commission (FTC). Consumers are invited to express their views by mail or personally at five hearings to be held across the country, beginning in August.

Each of the three agencies regulate some aspect of food labeling and marketing and are coordinating their activities in this area. USDA regulates labeling of all red meat and poultry, but FDA regulates all other labeling. FTC regulates food advertising.

Public comments should address these issues:

1. Should ingredient labeling be required on all foods? (Some foods are excluded by law from ingredient declaration.)
2. Should food labels tell the percentage of each ingredient in the product?
3. Should raw commodities as well as all processed foods be required by law to carry full nutrition labels? (Only food to which nutrients are added or which make a nutritional claim must carry the nutrition label.)

4. Should all foods have "open dating" such as the date on which a food was packed or the last recommended day of retail sale--and which date would be more useful.
5. If a food is an "imitation" of another, should that food be called "imitation" or should it be given a new name?
6. Are there types of foods to which vitamins and minerals should not be added?
7. What current information on food labels is most important? Least important? What new information should be on labels?

Hearings are scheduled as follows:
Aug. 22-23-Wichita, Kans.; Sept. 18-19--Little Rock, Ark.; Sept. 27-28--Washington, D.C.; Oct. 12-13--San Francisco, Calif.; Oct. 25-26--Boston, Mass.

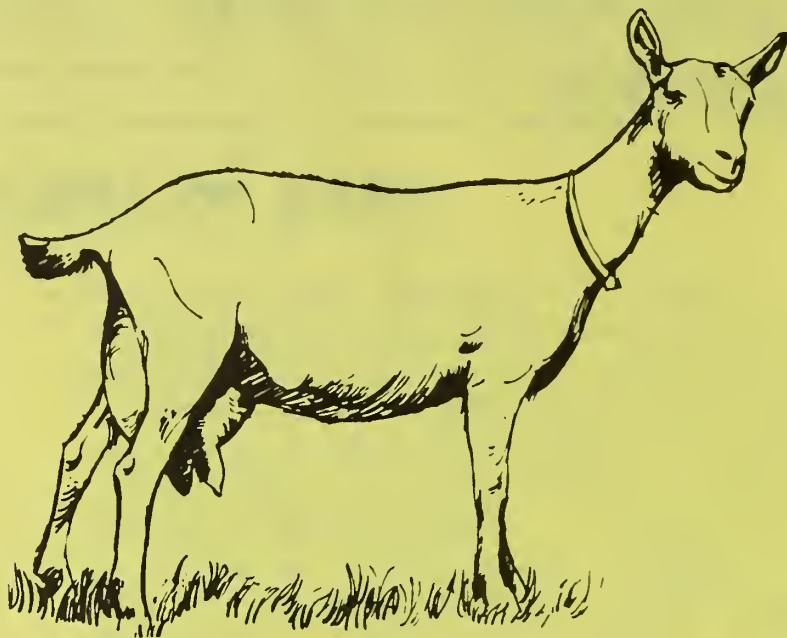
The purpose of the hearings is to find what consumers feel will make food labels easier to read and understand.

Copies of the issue papers can be obtained from Taylor Quinn, FDA Bureau of Foods, 200 C Street, S.W., Washington, D.C. 20204. Written comments on the issues may be sent to the Hearing Clerk, HFC-18, Food and Drug Administration, Room 4-62, 5600 Fishers Lane, Rockville, Md. 20857.

WANT TO BUY A GOAT

If you have enough space for a goat you may want to consider buying a dairy goat for home milk production. According to a new leaflet from the U.S. Department of Agriculture, a dairy goat can supply a family with good wholesome milk for much less money than it takes to keep a cow. Keeping a doe costs about 15 cents a day which is less than it costs to keep a cow who needs more space, pasture and feed.

Leaflet number 538, called "A Dairy Goat for Home Milk Production," tells how to buy, feed--and house a female goat. It also gives tips for care and management. Write to Publications Division, Office of Governmental and Public Affairs, USDA, Washington, D.C. 20250 for a single free copy.



WILL IT PAY YOU?

It will pay you to keep a dairy goat if the cost of the milk your family needs is as much as 20 cents a day for the 275 to 300 days a year that a goat produces.

If you buy a dairy goat for \$85.00
And sell her in 5 years for \$25.00

Cost for 5 years is \$60.00

Cost for 1 year is \$12.00

Interest on \$50 costs you \$5.10

Breeding charge is \$25.00

Doe eats about 450 pounds of
oats (1-1/2 pounds a day for 300
days) \$27.00

And about 500 pounds of alfalfa
hay (2-1/2 pounds a day for 200
days) \$15.00

And root crops \$7.00

Which adds up to \$91.10

But you sell a kid for \$35.00

So, keeping a goat for 1 year
costs \$56.10
... or about 15 cents a day

On Eating Out

Fast food establishments account for 26 percent of the away-from-home eating market according to recent reports by the U.S. Department of Agriculture. This figure represents a 16 percent growth in the decade between 1965 and 1975.

However, conventional restaurants, lunch rooms, cafeterias and caterers have experienced declines in their businesses during the same period which have decreased their share of the market from 45 percent to 39 percent.

What caused such a fluctuation in the fast food market? Studies conducted by the Economics, Statistics and Cooperatives Service of USDA indicate rising consumer incomes, continued increase in the number of working wives, and a demand for places where the family could eat at a modest price as main reasons for the changes.

COST OF FOOD AT HOME FOR A WEEK (MAY 1978)

	Thrifty plan	Low-cost plan	Moderate- cost plan	Liberal plan
FAMILIES				
Young couple.....	\$25.60	\$33.50	\$42.20	\$50.50
Elderly couple.....	23.10	30.00	37.20	44.30
Family of 4 with preschool children.....	36.10	46.70	58.40	69.80
Family of 4 with elementary school children.....	43.40	56.20	70.70	84.60
INDIVIDUALS*				
Women				
20-54 years.....	10.50	13.70	17.10	20.40
55 years and over.....	9.60	12.40	15.30	18.10
Men				
20-54 years.....	12.80	16.80	21.30	25.50
55 years and over.....	11.40	14.90	18.50	22.20
Children				
1-2 years.....	5.80	7.40	9.10	10.80
3-5 years.....	7.00	8.80	10.90	13.10
6-8 years.....	8.90	11.40	14.30	17.20
9-11 years.....	11.20	14.30	18.00	21.50
Girls 12-19 years.....	10.70	13.70	16.90	20.20
Boys 12-14 years.....	11.90	15.20	19.00	22.70
15-19 years.....	13.10	16.80	21.10	25.30

* Cost of food at home for any family can be figured by totaling costs shown for individuals of sex and age of various members of the family as follows:

- o For those eating all meals at home (or carrying some meals from home), use amounts shown.
- o For those eating some meals out, deduct 5 percent from amount in table for each meal not eaten at home. Thus, for a person eating lunch out 5 days a week, subtract 25 percent or one-fourth the cost shown.
- o For guests, include for each meal eaten, 5 percent of amount shown in table for the proper age group.

Next, adjust the total figure if more or fewer than four people generally eat at the family table. Costs shown are for individuals in 4-person families. Adjustment is necessary because larger families tend to buy and use foods more economically than smaller ones. Thus, for a 1-person family, add 20 percent; 2 persons, add 10 percent; 3, add 5 percent; 4, use as is; 5 or 6, subtract 5 percent; 7 or more, subtract 10 percent.

Note: The publication "Family Food Budgeting for Good Meals and Good Nutrition," Home and Garden Bulletin No. 94, describes USDA's thrifty food plan (used in setting the coupon allotment in the Food Stamp Program) and the three more costly plans, on which these costs are based. Single copies are available from the Office of Governmental and Public Affairs, U.S. Department of Agriculture, Washington, D.C. 20250. Request publication by name and number and include your ZIP code.

NUTRITION EDUCATION

Twenty-six million dollars is available--with a minimum of \$75,000 to a state--to conduct nutrition education and training programs, according to Assistant Secretary of Agriculture Carol Tucker Foreman. These funds are available to state education agencies for the 1978 fiscal year, which ends this September 30.

The program will provide nutrition education and training for children, teachers, and school food service personnel with training on the important relationship between nutrition, good food and health. It is assumed that this training will ultimately make consumers more knowledgeable and concerned over the food that they buy and prepare for their families.

State education agencies may apply for grants based on a rate of 50 cents for each child enrolled in a school or institution. Two states, California and New York, are eligible for more than \$2 million each.

Off-premise food expenditures rose from \$44 billion to \$142 billion between 1954 and 1977, according to USDA reports.

NOTE: CORRECTION

July 3rd issue contained a chart on Retail Food Prices in selected world capitals. The costs referred to kilograms (2.2045 pounds) not pounds as written.

On Grapefruit Juice

Is color really important when you select a glass of grapefruit juice? To some people, it is not. Only two of 100 people responding to USDA's proposal to eliminate color as a factor in determining the quality of grapefruit juice objected to the move.



A natural color change occurs in fully-ripened grapefruit which produces juice that is amber color and lacks brightness. Currently, the USDA standard assigns a lower quality grade to juice that does not have a bright color, even though the flavor is at it's peak. Grapefruit juice is graded on the basis of it's natural color because the Food and Drug Administration regulations prohibit the use of color additives.

Under the proposed revision, quality evaluation would be based on chemical analyses, flavor, and visual defects such as juice cells, pulp, seeds and peel.

Consumers may comment on this proposal before August 28 by writing comments in duplicate to the Hearing Clerk, Room 1077-S, USDA, Washington, D.C. 20250. The complete proposal may be obtained from the Fruit and Vegetable Quality Division, FSQS, USDA, Washington, D.C. 20250.